



December 8, 2003

**VIA FACSIMILE**

CUSTOMER NUMBER

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PATENT TRADEMARK OFFICE

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No.: 09/295,856  
Filed: April 21, 1999  
Confirmation No.: 7668  
Title: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR  
TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT  
OF AN ELECTRONIC STORAGE MEDIUM (as amended)  
Inventor: Todd R. Collart  
Attorney Docket No.: IA 1506.01A US

Dear Sir:

Enclosed for filing please find the following:

1. RCE Transmittal Form (1 page);
2. Fee Transmittal for FY 2004 (1 page);
3. Copy of Amendment and Response Under 37 C.F.R. §1.116, filed November 6, 2003;
4. Cover Letter (Document Control No. 5IUD9G);
5. Certificate of Facsimile Transmission to (703) 872-9306, dated December 8, 2003.

Please acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

A handwritten signature in cursive script, appearing to read 'Caroline Do'.

Caroline Do, Esq.  
Reg. No. 47,529  
Senior Patent Prosecution Attorney  
INTELLECTUAL PROPERTY DEVELOPMENT

CD:rmf

Enclosures

P:\ABG\PPD\IA\1506\01a\ptocvr\_108.doc

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office Fax No. (703) 872-9306 on:

December 8, 2003  
(Date)

Renee M. Franks  
(Type or print name)

A handwritten signature in cursive script, appearing to read 'Renee M. Franks'.  
(Signature)

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13821

**DISCOVISION ASSOCIATES**2355 Main Street Suite 200, Irvine, CA 92614 TEL (949) 660-5000  
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Date: December 8, 2003

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Attn: Examiner Paul L. Rodriguez

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Tel. No. (703) 746-7240

**OFFICIAL  
OFFICIAL**

From: Caroline Do, Esq., Reg. No. 47,529

PLEASE CONTACT US IF ANY PAGES  
ARE ILLEGIBLE OR ARE NOT  
RECEIVED.

Re: U.S. Pat. Appln. Ser. No. 09/295,856

Filed: April 21, 1999

Title: SYSTEM, METHOD AND ARTICLE OF  
MANUFACTURE FOR TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC STORAGE  
MEDIUM (as amended)

Confirmation No.: 7668

Art Unit: 2125

Inventor: Todd R. COLLART

Our Ref. No.: IA 1506.01A US

**ATTENTION: EXAMINER PAUL L. RODRIGUEZ  
ART UNIT 2125**

**CONFIDENTIALITY NOTE**

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PTO/SB/17 (10-03)

Approved for use through 07/31/2006. OMB 0651-0032  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL  
for FY 2004**

Effective 10/01/2003. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR §1.27**TOTAL AMOUNT OF PAYMENT (\$)** 770.00**Complete if Known**

Application Number	09/295,856
Filing Date	April 21, 1999
First Named Inventor	Todd R. COLLART
Examiner Name	Paul L. Rodriguez
Art Unit	2125
Attorney Docket No.	IA 1506.01A US

**METHOD OF PAYMENT (check all that apply)**☐ Check ☐ Credit Card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number **04-1175**Deposit Account Name **DISCOVISION ASSOCIATES**

The Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) or any underpayment of fee(s)☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee \$	Fee Code	Fee \$		
1001	770	2001	385	Utility filing fee	
1002	340	2002	170	Design filing fee	
1003	530	2003	265	Plant filing fee	
1004	770	2004	385	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	

**SUB TOTAL (1) (\$)** -0-**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

Total Claims  -20\*\* =  x  =

Independent Claims  -3\*\* =  x  =

Multiple Dependent  =

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee \$	Fee Code	Fee \$		
1202	18	2202	9	Claim in excess of 20	
1201	86	2201	43	Independent claims in excess of 3	
1203	290	2203	145	Multiple dependent claim, if not paid	
1204	86	2204	43	** Reissue independent claims over original patent	
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent	

**SUBTOTAL (2) (\$)** -0-

\*\* or number previously paid, if greater; For Reissues, see above

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee \$	Fee Code	Fee \$		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	
1253	950	2253	475	Extension for reply within third month	
1254	1,480	2254	740	Extension for reply within fourth month	
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,330	2453	665	Petition to revive - unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Patitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
1806	180	1806	180	Submission of Information Disclosure Sum.	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	770	2809	385	Filing a submission after final rejection (37 C.F.R. 1.129(a))	
1810	770	2810	385	For each additional invention to be examined (37 CFR 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	770.00
1802	900	1802	900	Request for expedited examination of a design application	

Other fee (specify) \_\_\_\_\_

\* Reduced by Basic Filing Fee Paid

**SUBTOTAL (3) (\$)** 770.00**SUBMITTED BY**Name Printed/Typed **Caroline Do, Esq.**Registration No. **47,529**  
Attorney / AgentSignature *Caroline Do***Complete (if applicable)**Telephone **(949) 660-5000**Date **December 8, 2003**

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-3038. This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.